

Bring the Children To See Santa Claus. He Is Waiting To Greet You.

Cohen's Toyland Is the Only Place In Richmond To Please the Children.

Useful and Reliable Merchandise of Every Description for Christmas-Gift Giving.

The Keynote of the "Cohen" Store Is To Please Its Thousands of Customers. Let Us Please You.

### Holiday Number New York Times Book Review

Brimsful of information regarding the world's best and newest books. A large book, 17x11 1/2 inches, 63 pages. Those desiring a copy may have one FREE by applying to the Book Section, Third Floor.

# The Greatest Pleasure on Earth Is the Great Pleasure of Pleasing

CHRISTMAS, when all the world is glad—CHRISTMAS, the greatest and best festival on the world's calendar. The season that brings out the BEST in people, that cements friendships, breaks quarrels, makes joy the world over. Christmas makes all the world glad because all the world is GETTING pleasure BY GIVING pleasure. THE Christmas Store of Richmond is getting pleasure by rendering efficient service all day and every day. At "Cohen's" you may revel among great and varied stocks, so classified and so displayed that every minute of your Christmas shopping is a DELIGHT.

### Beautiful Calendars

It is well that our markers of the round year should be bright and beautiful, and bear some helpful thought, some lovely picture or some cheer provoking device that their silent companionship may be a helpful influence on our journey's way. Here you will find all the delightful Calendars of 1914, all of diverse interest and appeal.

10c to \$2.65

## A Stirring January GARMENT SALE Starts Monday

Overstocked, Overbought, Too Many That's All. The Price-Cut Can Stand For Only Three Days, Monday, Tuesday and Wednesday

Just to reduce quantities we have marked all the garments at a loss from their cost to us, but we cannot afford to extend this out of the ordinary sale beyond the time mentioned. This sale will include every garment in the house.

### Dresses, Suits and Coats for Evening or Street Wear

FOR WOMEN, MISSES AND CHILDREN

Owing to the enormous reductions we cannot take orders for future deliveries only at original regular prices.

#### SUITS, COATS or DRESSES

A collection that has made its mark in Richmond. Hundreds of admirers proclaim them the best assortment of styles shown in this city. Choose any of them at wonderful price reductions, as follows:

**\$60 to \$77.50 for \$40**

NEXT LOT will comprise SUITS, DRESSES or COATS. Any and every sort for every use. All that have been priced

**\$40 to \$56 will be sold for \$30.00**

#### Another Lot Suits, Coats & Dresses

You can grab anything in the lot, because they are the nicest garments you have ever seen; but we are compelled to reduce stock.

**They were \$30 and \$35, for \$25.00**

#### Any Suit, Coat or Dress

that were \$18.50 to \$27.50 will be sold for— **Choice \$15.00**

#### All Suits, Coats or Dresses

that have been priced to **\$12.00, Choice for \$5.00**

#### Coats, Suits or Dresses

All of those up to \$18.00 will be sold for—

**Were \$18.00, Choice \$9.50**

As stated before, there is not a garment but what is perfectly new, styles all fresh, this season's fabrics and shades, garments of the best makers.

Exchanges can be made only on the three days of the sale. No approvals during this extraordinary underprice event.

Second Floor.



### Handkerchiefs

Billows of whiteness are presented in the many thousands of all kinds and qualities of Handkerchiefs, from every centre of the world where handkerchiefs are made. They are piled high for your selection.

The Daintiest "Amir" embroidered Handkerchief, in pretty attractive boxes, 50c, 75c and \$1.00

Hand Embroidered and pretty lace-trimmed Handkerchiefs, 25c

Sheer All- linen Hemstitched Handkerchiefs for ladies, with macramé corners, on the long initial, large variety, 12 1-2c

Embroidered Handkerchief, 4 in a very attractive box, suitable for Christmas gift boxes, 50c

Pure Irish Linen Hemstitched Handkerchiefs, for men; the best ever sold in Richmond, 12 1-2c

4 Embroidered Handkerchiefs, in fancy boxes, neatly ribboned, 50c

Embroidered Handkerchiefs, more than a thousand dozen to select from: Swiss, linen and Shamrock, some are 17c to 25c values, choice, 12 1-2c

Women's All- linen Initialed or the sheer Embroidered Hemstitched Handkerchiefs, each, 5c

Men's White Hemstitched Handkerchiefs, with the new corded borders, each for, 9c

Children's Handkerchiefs, in boxes, initialed, superior qualities for 15c, 10c and 25c box, Main Floor.

### Solid Gold Jewelry

Thousands of Pieces

The broadest range of every conceivable kind of jewelry; many novelty pieces that are exceedingly attractive. Because of the scope for selection and the attractive low prices, "Cohen's" should be your first point when seeking dainty articles for gift giving.

### Solid Gold Cameo Jewelry

Many novelties in this excellent collection to select from. Cameo jewelry is the latest attraction, and at "Cohen's" will be found every new and desirable design. The prices are very low. By all means see these beautiful pieces.

Main Floor.

### Waists of Exquisite Beauty

Those Beautiful Creations That Every Woman Loves So Much.

The season's choicest styles lace and Chiffon Waists, exact reproductions of French models, each expressing a mark of individuality. A wonderful opportunity to secure one on Monday.

**\$10 to \$20**

Actually worth \$15 to \$25.

New White Crepe Waists, with long drop shoulder, hemstitched seams, bewitchingly dainty Waists; the very latest models; on Monday, \$4.96

Second Floor.

### Fancy Linens

Delightful gifts that will carry your remembrance throughout the year.

\$1.00 Cluny Centrepieces, all linen centres, with dainty lace, 59c

\$4.00 Battenberg Round Table Covers, all linen, hand embroidered centres, very heavy border, \$2.75

Madeira Scarfs, real hand scalloped; very fine round thread linen; size 18x54; Monday for \$2.75 only

Main Floor—Rear.

### THE GIFT SUPREME

Select Your Christmas Books From the Year's Choicest Book Productions

The "Cohen" Book Store, on the third floor, is in radiant readiness for Christmas, with an unrivaled collection of good literature. Gift books of every possible kind to fit every desire and purse.

#### THE BEST PRODUCTS OF ALL PUBLISHERS

Not only will you find it advantageous to purchase gift books now, on account of complete assortments, but also because of SPECIAL LOW PRICES that prevail on books that we will not be able to duplicate. Make "Cohen's" your Book Store—the largest collection in Richmond. Any book published may be obtained through our Book Store.

**3c to \$10.00**

### Most Important Glove Event In Years FINE QUALITY GLOVES AT HALF PRICE

Some 150 Dozen Men's and Women's Gloves.

These goods were bought for Half Price and Less—odds and ends. Most of them drummer's samples; all sizes in the lot; 100 long 14-button; some 20 and some 12-button lengths; also clasp, buttons, long or short. The Men's Gloves are of superior make.

All Will Be Sold at About HALF PRICE and LESS

A rare opportunity to secure highest grade Gloves for Christmas present for HALF PRICE.

Main Floor.

It will pay to buy these, as such a purchase has not been made by us for years.

Prices are from 66c to \$1.75 for Gloves that are regularly priced at \$1.00, \$1.50 up to \$3.25.

Extraordinary good quality Automobile Gauntlet Gloves, including bear fur top gloves, for \$1 to \$2; the regular prices are \$2 to \$4.

### Genuine Cut Glass

The excellence and sparkling beauty of real cut glass, its brilliancy and exquisite designs, gives to it a fascinating appropriateness for Christmas gift-giving. Nowhere else in Richmond will you find such a broad range from which to select. The added charm of Dry Goods Store prices instead of specialty store prices should bring all lovers of real cut glass to Cohen's.

Cut Glass Electrolites, 18 inches high 10-inch shade; new floral designs; deep cutting, with the new mat finish pattern; delightful pieces of beauty; actual \$29.00 \$22.50 value, Monday for, 50c

Choice Pieces Cut Glass; Compotes, Nappies, Bon Bon Dishes, etc., beautiful jewel cuttings, and values to \$1.50, for, 98c

Celery Dips, brilliant cut glass, each, 5c

Knife Rests, brilliant cut glass, each, 25c

Salt and Pepper Shakers; sterling silver or pearl tops, at each, 25c

Perfume Bottles, cut glass; 50c, 75c and \$1.00

Water Sets; 2-quart jug and 4 tumblers; clear crystal glass; grape design; hand cut; \$2.25 \$1.50 value, Monday for, 50c

Third Floor.

### Who Wouldn't Come For These Fine New Silks

When So Attractively Priced?

Because of the rain last Monday many who had planned to attend our Special Silk Sale could not come. Some of those new Silks are offered Monday.

\$1.25 Black Satin de Soie, soft finish, pure silk, 36 inches wide, yard only, 81c

50c Shirt Waist Silk, plain and fancy colors, at yard 32c

\$1.00 Shirting Silk, pretty stripe effects, 34 inches wide, at yard only, 69c

\$1.25 and \$1.39 Yard Wide Silks, stripe silk serge, or messaline, Persian Messaline or Taffeta; choice, yard, \$1.00

\$2.50 Canton Crepe de Chine, entirely new silk fabric; soft and clinging, yard only, \$2.00

Main Floor.

### Bedding

Fourth Floor

Genuine Utica Bleached Sheets, size \$18.99; usual price 90c; on sale Monday at, each, 68c

50c Embroidered Pillow Cases, put up one pair to box; an ideal gift, pair, 39c

\$1.25 White Bed Spreads, 90c

\$1.69 Comforts, in pretty bordered style, filled with laminated cotton, double-bed size; each, \$1.15

75c Heavy Pile Blanket, 11-4 size, in white, tan or grey, 39c

\$3.00 White Wool Napped Blanket, 11-4 size, with fancy striped border; pair, \$1.79

### A New Importation of

### European Novelties

Articles such as you cannot get anywhere else, because of their exclusiveness, brought here direct from the makers. Each piece has character and a different-ness that will appeal to you.

Sandwich Trays, fancy china tile tray, 15 inches wide, 2-inch nickel frame on a 4-inch nickel base; value \$2.75, for \$1.50.

Ash Receivers and Cigar Holders, each, 5c.

Newspaper Racks, fancy embossed copper metal; value \$1.25, 75c.

Third Floor.



### Dainty Gifts For Baby

Hundreds of choice little things that mother loves for baby.

Floating Toys of Celluloid, 20c and 30c.

Carriage Straps, hand-painted, 50c.

Rattles and Teething Rings, 15c to 50c.

Comb and Brush Sets, 25c to \$1.50.

Mitts and Booties, pair, 10c to 25c.

Long Booties, silk and wool, 50c.

Hand Crochet Sacques, 50c to \$1.00.

Leggins of wool, white or red, 25c, 50c and \$1.00.

Sweaters of wool, 50c, 80c and \$1.00.

Bath Robes, pink or blue, 90c.

Kimonos, white, pink or blue trimmed, 21c. Second Floor.

### Useful Gifts in Optical Goods

When giving a gift, select something serviceable. What is more serviceable than a pair of Glasses to those who need them. Those bought now as Christmas presents will be fitted after Christmas.

Glasses from \$1.00 and up.

Main Floor.

### \$1.25 English Coating Serge, 85c

50 inches wide. Never before has such a great value been offered by this department. Black, navy and midnight blue. Main Floor.

### \$1.50 Knit Skirts, \$1.25

Light or dark colors, with pretty striped borders.

### New Gowns for \$1.39

Attractive Christmas gifts for girl friends, made of nainsook and profusely trimmed with lace.

### 25c Flannel Skirts for 19c

of good quality flannel, with scalloped edges, in pink, light blue and white.

Second Floor.

### Waist Lengths of Shimmer Silk

Both white and colored woven material, 3/4 YARDS OF 50c QUALITY. Each pattern put in an attractive Christmas box—all for, 85c

Main Floor—Rear.